



THE BULLETIN

Overseas Press Club of America

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NO PROGRAM NEXT WEEK

February 27, 1954

NEW (AND FINAL) DATE SET FOR ANNUAL AWARDS DINNER AT WALDORF-ASTORIA: MARCH 29

A definite date--Monday, March 29--and a definite location, Grand Ballroom of the Waldorf-Astoria, have been established for the Annual Awards Dinner, benefit of the Correspondents' Fund.

PAT LOCHRIDGE HARTWELL, executive chairman of the Committee headed by PAUL SMITH, made the announcement following a meeting of the group Wednesday. The date, she noted, will avoid any possible conflict with the annual OPC meeting and elections, April 28. This was the major reason for abandoning previously plans of the Committee to hold the colorful event in late April. In addition, the new time will permit the Committee, she explained, to obtain an outstanding speaker suitable for the important occasion. (Two prominent personalities are currently being contacted and a decision is expected within a few days).

Meanwhile, it was decided that reservations will be accepted starting March 8--no earlier. Fee for one Member and one guest: \$10. each. For each additional guest, \$15. Sponsors Tables \$25. per person.

Other details will be published by The Bulletin as they are developed by the Committee.

(Continued on Page 2)

EUROPE BOUND?

"THE PRESIDENT"--deluxe transatlantic service in luxurious double-decked "Strato" Clippers. Lower-deck lounge. Meals by *Maxim's of Paris*. Berths available at modest charge.

"THE RAINBOW"--thrifty Clipper® tourist service in million-dollar aircraft... yes, the 300-mph Super-6 Clippers used on *The Rainbow* were specially designed and built for this popular service!

*Trade Mark, Reg. U.S. Pat. Off.



More people--by far--fly to Europe on **PAN AMERICAN** WORLD'S MOST EXPERIENCED AIRLINE
LOW "THRIFT SEASON" FARES NOV 1 - MARCH 31... FROM \$373 ROUND TRIP

(cont'd from Pg. 1)

Committee staffing was completed this week and, in addition to SMITH and HARTWELL, it consists of: Major General Julius Ochs Adler, Norwood Allman, John Barkham (chairman Awards Committee), Fleur Cowles, Elizabeth Fagg, Fred Fremd, Charles Gillett, John Goette, Mary Hornaday, Ruth Lloyd, Elsa Maxwell, John R. McCrary, Jr., Edward R. Murrow, Whitelaw Reid, William Robinson, Helen Slade, Joseph Willicombe.

MEMORIAL FUND CAMPAIGN LAGS;
DULL WEEKS NETS BUT \$80

Slackened interest in the Memorial Fund Building Campaign, after many months of heartening results, was apparent again this week. Two welcomed contributions from individuals--including another donation by The Floods of Texas--were acknowledged, but at week's end the total had grown only \$80.

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*           The Boxscore:           *
* Cash.....$238,143               *
* Pledged..... 4,405               *
*                               $242,548 *
* Still Needed:    $ 57,442         *
*           -----                 *
* New Contributors:                 *
*   The Floods (in memory of       *
*   John W. Stimpson & Mrs. Rita   *
*   Secondari).....$50.            *
*                               *
*   Gene Zenier..... 30.           *
*   Total            $80.           *
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***** Ballots for the Club's annual awards are now in the mail to
* AWARDS BALLOTS * the membership, the Awards Committee announces, with March 22 the
* NOW IN MAIL * deadline for their return. Stamped return envelopes are enclosed.
***** The Committee also wishes to clarify a statement made in last
week's Bulletin concerning discontinuance of the George Polk Memorial Award. It was the
Committee, not the OPC Board, which voted unanimously on February 23 to withhold this
particular award this year because of an apparent lack of candidates meeting the high
standards of the honor.

Regarding the ballots, Members in the New York area are reminded that newspapers and magazines throughout the U.S. have submitted portfolios of the work of their correspondents nominated for the awards. They have been on exhibit at the Club rooms but were scheduled to be removed the first of this week. Members interested in seeing them should therefore check with OPC Hqs.

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Wanderlings: RELMAN (PAT) MORIN filing AP copy with Japan, Korea and Formosa datelines these days...C.E. BROWN holidaying in Bermuda..Past President LOWELL THOMAS Salt Lake City-ing...LOUIS FISCHER returns to the U.S. early in March for lectures on his recent travels in Europe and Asia..THURSTON MACAULEY, until recently with USIA at the U.S. Embassy in London, now back in the states. (His "I Found America" will be published soon by The Saturday Review; and the British edition of his "Great Horse Omnibus" will be coming out in the Fall)..RANDAL HEYMANSON, editor of the Australian Newspapers Service, represented the American Australian Association at the unveiling of the Australian National Memorial to the Americans who fought in the Pacific war. He's now visiting Japan, India, the Near East and Europe...

DAVID DARRAH's back in New York for a three-month stay...
ELMER BORSUK staged an intriguing stunt, booking J. Fred Muggs,
NBC's jackpot from the jungle, as an S.S. Nassau passenger...

PAST PRESIDENTS

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ALTERNATES

SANFORD GRIFFITH
LEONARD SMITH

BRUNO SHAW

OVERSEAS PRESS CLUB BULLETIN

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NEW MEMBERSHIP APPLICATIONS

ACTIVE:

Walter E. Hussman, president and publisher, The Camden (Arkansas) News. President KAMD, Camden, Arkansas, and KWFC, Hot Springs, Arkansas; executive vice president KCMC-TV, Texarkana, Arkansas-Texas; officer in charge, Yank Magazine, Caribbean area and European Theatre, February to November, 1944. Proposed by JOSEPH WILLICOMBE, Jr.; seconded by JOHN GOETTE.

Edward Lamb, owner, Erie (Pennsylvania) Dispatch-Herald. TV Station WICU; radio station WTOD (Ohio); trips to Europe and Asia. Proposed by JOSEPH WILLICOMBE, JR.; seconded by JOHN GOETTE.

Fritz Bamberger, editor, Coronet Magazine. Responsible for supervision of world coverage; in Europe until 1938 contributing to German, Swiss and French newspapers and magazines (Vossische Zeitung, Frankfurter Zeitung, C.V. Zeitung, Neue Rundschau, Morgen, Soir, Figaro). Proposed by RALPH H. MAJOR, JR.; seconded by JOHN BARKHAM.

Rosellen Callahan Welti, Woman's Home Companion. CBS, Germany, 1935-1936, South America in 1940 for four months; New York Sun, article assignments in South America; NEA; news editor, 1942 to 1945. Proposed by PATRICIA LOCHRIDGE HARTWELL; seconded by DICKSON J. HARTWELL.

ASSOCIATE:

Jean L. Baer, press editor, Seventeen Magazine since May 1953. Mutual Broadcasting System, press department, June 1943 to January 1945; Air Features Inc., January 1945 to August 1948; Voice of America, public information specialist, March 1951 to May 1953. Proposed by ARTHUR SETTEL; seconded by DON GLASSMAN.

Justin D. Hartford, publisher and editor, The Portsmouth (New Hampshire) Herald. Proposed by JOSEPH WILLICOMBE, JR.; seconded by JOHN GOETTE.

Elliott Haynes, managing editor, Business International since Feb. 1954; associate editor, UN World, April 1951 to October 1953; economics editor, UN World, November 1953 to February 1954. Proposed by A. WILFRED MAY; seconded by NORWOOD F. ALLMAN.

AFFILIATE:

Warren Drew, public relations representative, Gulf Oil Corporation. Proposed by PAUL W. SHELDON; seconded by JOSEPH S. ROSAPEPE.

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The Chairman of the Admissions Committee announces the election to membership in the Overseas Press Club of America of the following candidates:

ACTIVE:

GORDON CARROLL, publisher, Coronet.
LEON DENNEN, roving European correspondent, NEA.
WALTER GORDON RUNDLE, United Press Associations.

ASSOCIATE:

WILLIAM H. BALDWIN, JR., New York Public Relations Representative, National Cotton Council.

(Continued on Page 4)...

(cont'd from Page 3)...

AFFILIATE: ✓ ROBERT E. FITZ GIBBON, manager, public relations, California Texas Oil Company, Limited.

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Classified: British editor's secretary, also free-lancer, returning in March, seeks position in London. Fluent translation, French, German; stenographer. Call "Newell", Apt. 7E, Central Park West, New York, UN 4-6753.

Get-well-quick wishes to CARL W. ACKERMAN, still at home (445 Riverside Drive) in a wheelchair...Thanks to ARTHUR ROSETT for specially-bound first edition of his Spanish American Courier, out February 15 and the first U.S. paper ever published in Spain.... Apologies, for the typo, to SPENCER WILLIAMS, director of Emigre Press Relations (not "Empire", per February 13 Bulletin).

Lecture Circuit: GEORGE ZIEMER addressed 3,000 teachers at Rockford, Illinois, Winnebago County Institute.....Three days after his return from Europe, North Africa and Middle East, HAL LEHRMAN spoke on Brooklyn Academy of Music's major lecture series. He's off now for two-day, five-speech Nebraska tour....EDWARD L. BERNAYS delivers keynote address at opening of third annual "Institute for Public Relations Directors" at Lawrence, Kansas, February 26-27 (under auspices of University of Kansas and the William Allen White School of Journalism).

JOHN BARKHAM reviewed Lawrence Earl's "Crocodile Fever" in New York Times last Sunday...MARY JOHNSON TWEEDY, new Time circulation education director, estimate 125,000 students taking her mag's 18th annual current events quiz this month...ELISEVA SAYERS guest-interviewed on recent Margaret Arlen program (CBS-TV)...CARL BAKAL off for Canada combining business and pleasure for 10 days...

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JACK RAYMOND of the New York Times is returning to the U.S. soon from Belgrade.... CLETE ROBERTS signed by KPRC-TV, Houston, to provide global coverage (he's off March 3) on a round-the-world camera-text mission)...It's now WILLIAM ROBINSON-Hannagan Associates ...BEN GRAUER will moderate WNBT's new Saturday midnight show (with guests discussing literary, drama and news features)...Past President JOHN DALY addressed the BBDO annual convention February 26, speaking about the "Importance of Public Relations"....JINX FALKENBURG MC CRARY named to the consultant committee of the French Broadcasting system...

VICTOR W. KNAUTH has been elected president of the Norwalk (Conn.) Hospital... ADELE NATHAN spoke before NY Chapter of the Railway & Locomotive Historical Society recently--relating experiences producing and directing the railroad shows at the Chicago, NY and Cleveland World's Fairs...HARRISON FORMAN appeared with Rep. Emanuel Celler and Ambassador Philip C. Jessup on forum at New School for Social Research. CECIL BROWN was the moderator...

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MORE OPC NAMES IN NEWS: Reader's Digest this month (March) carries two Club by-lines: ANDRE VISSON's "Report on Germany", and in the Book Section EUGENE LYONS' "Our Secret Allies"...BRUNO SHAW wrote the March Elks magazine piece, "Soviet Nonaggression Pacts--A Record of Soviet Aggression"...CARROLL BINDER of the Minneapolis Tribune is advising the Nieman Foundation executive committee concerning forthcoming fellowship awards...THOMAS J. DEEGAN, JR., elected a vice-president and a director of Alleghany Corporation, resigning from similar posts with Chesapeake & Ohio Railway Company.

* COFFEE PRICES *

* LUNCH TOPIC *

Brazil's side of the coffee controversy was given before the OPC luncheon at Toots Shor's last Thursday by Brazilian Ambassador J.B. Berenguer-Cesar.

Some 50 members and guests turned out for the Club affair and heard the Latin American official argue against a coffee boycott here. This, he said, "would strike a blow at America itself, by crippling one of the principal market places for American goods." He noted that Brazil had never attempted "to invoke any boycotts of United States products, despite the fact that the price of many American industrial products sold in Brazil has increased greatly in recent years."

Ambassador Berenguer-Cesar described the principal reason for present price levels as simply a case in which coffee farmers have not been able to produce enough to keep pace with a steadily swelling demand. The recent frost, he added, depleted supplies by about two million bags and brought about a sudden rather than gradual hike in prices. He observed that five years are required before a newly-planted coffee tree produces in any quantity.

On the political side, the OPC guest speaker quoted another Brazilian diplomat who said: "In the evolution of the Good Neighbor Policy, a single product, coffee, represents the link between the North and South of the Western Hemisphere. Most of the Latin American countries which have coffee as the basis of their economy owe to the product their present prosperity. Coffee is the most important factor in their economic development and an economic key to hemisphere cooperation. The fact that the United States offers to coffee a broad, growing and unrestricted market has created an increasing interchange of products and services on the American continent. To maintain and enlarge this interchange is a postulate of the Good Neighbor Policy."

Among those attending were: N.F. ALLMAN...LEONARD DAVIS...EARL O. EWAN...ELIZABETH FAGG...JOHN GOETTE...LUCY GOLDSMITH...WILLIAM P. GRAY...AUGUSTA HANDEL...BETTY KIRK...WOLFGANG KOEHLER...Past President LOUIS P. LOCHNER...JOHN LUTER...BILL MC DONALD...KATHLEEN MC LAUGHLIN...FARLEY MANNING...LOUIS MESSOLONGHITES...VIRGINIA PREWETT MIZELLE...TOM O'REILLY...ARTHUR SETTEL...PAUL STEWART.

Classified: JOB WANTED: Woman, 30, with miscellaneous publishing background, needs position, \$100 weekly. Staff reader for large publishing house for 3 years, also steno, typing experience. Inquire c/o BOB DEINDORFER, OPC HQS.

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CHESAPEAKE and OHIO RAILWAY

OVERSEAS MAILBAG---From TEMPLE FIELDING: (Datelined Balearic Islands, Spain)---"Off in late February for 4 or 5 months on our annual research-revision trip. Beside covering every major tourist land of Europe again, we might fly out to Australia...Later, will fly to Lisbon to join the first Safari group for the start of the tours ("Fieldings Safari Tours through Europe & Africa")..Will be glad to be back in July in the tranquility and beauty of our Formentor nirvana..."

In town lately consulting re NBC coverage of world news for TV: Guy Blanchard, London; Hank Taluzzi, Belgrade; Moe Levy, Dallas--all cameramen...WALTER KRONKHITE tapped to moderate new CBS-TV "morning show", his net's answer to NBC's "Today"...NBC's CHARLES and EUGENE JONES cited among "brother acts" in current Variety.

JOSEPH LILLY offered \$1200 settlement, according to published report, of his \$100,000 libel suit against Top Secret magazine for alleged unauthorized use of his byline...WILLIAM LOWE, who resigned as executive editor of Look in January, appointed assistant to president, Hewitt, Ogilvy, Benson & Mather, Inc...Nice pix in FYI, Time-Life house-mouth, of MARGARET BOURKE-WHITE astride a donkey in Central America. (Credit line on photo: "Bourke-White")...FYI also labels as the strangest of all Time's travels last year the journey of ELIOT ELISOFON, from "Honolulu to Suva to Suva-Tonga-Suva to Nandi to Papeete-Nukahiva Samoa.".....RICHARD THOMAS was keynote speaker at Look's award dinner in Scranton, selected by the magazine as the community which has done most to rehabilitate itself economically.

Random Shop Talk (courtesy E & P): UNESCO out with 232-pager, "News agencies: Their Structure and Operation." Columbia University Press is handling sale of the tome, described as "the first of its comprehensiveness in journalistic history."

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Editor and Editorial Board Chairman: RALPH H. MAJOR, JR. Executive Editor: ROBERT L. DUNNE. Special Correspondents: BARBARA WACE (London); CURT L. HEYMANN (Paris); JOSEF ISRAELS II (Vienna); EDMUND STEVENS (Rome); GERHARD STINDT (Berlin); DAVID BOGUSLAV (Manila); MAX DESFOR, GREG MacGREGOR (Tokyo); JOHN WILHELM (Mexico City); JESSIE STEARNS (Washington); JOSEPH Q. RIZNIK (San Francisco).

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